

Attorney Docket N . RSW920030014US1

PATENT

### Declaration and Power of Attorney for Patent Application

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name; I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

#### INCENTIVE-BASED WEBSITE ARCHITECTURE

the specification of which:

☒

is attached hereto.

☐

was filed on \_\_\_\_\_ as Application Serial No. \_\_\_\_\_ and was amended on \_\_\_\_\_.

I hereby state that I have reviewed and understand the contents of the above- identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, §1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s):		Day/Month/Year	Priority Claimed
Number	Country		
_____	_____	_____	_____

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose information material to the patentability of this application as defined in Title 37, Code of Federal Regulations, §1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Prior U.S. Applications:		Filing Date	Status
Serial No.			
_____	_____	_____	_____

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

As a named inventor, I hereby appoint the following attorneys and/or agents to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

David L. Adour	Reg. No. 29604
John R. Pivnichny	Reg. No. 43,001
Arthur J. Samodovitz	Reg. No. 31,297
William E. Schiesser	Reg. No. 53,559
William H. Steinberg	Reg. No. 28,540
Charles H. Lindrooth	Reg. No. 20,659
Alexis Barron	Reg. No. 22,702
Peter J. Butch, III	Reg. No. 32,203
Joseph F. Posillico	Reg. No. 32,290
Mark D. Simpson	Reg. No. 32,942
Theodore Naccarella	Reg. No. 33,023
Patrick J. Kelly, Ph.D.	Reg. No. 34,638
Gary A. Hecht	Reg. No. 36,826
Stephen J. Driscoll	Reg. No. 37,564
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Gregory S. Bernabeo	Reg. No. 44,032
Joseph M. Imhof	Reg. No. 41,863
Robert R. Axenfeld	Reg. No. 37,276

Send all correspondence to:

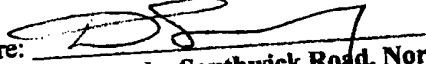
Mark D. Simpson, Esquire  
Synnestvedt & Lechner LLP  
2600 Aramark Tower  
1101 Market Street  
Philadelphia, PA 19107-2950

Telephone: (215) 923-4466  
Facsimile: (215) 923-2189

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**PATENT**

(1) Inventor: **David A. Selby**

Signature: 

Date: 24/4/03

Residence: **Dunwoody, Southwick Road, North Boarhunt Near Fareham,  
Hampshire PO17 6JW, ENGLAND**

Citizenship: **British**

Post Office Address: Same as residence

M:\MSimpson\Clients\IBM Raleigh\FORMS\declaration

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## ASSIGNMENT

Whereas, I,

**David A. Selby**  
County of Hampshire

City of North Boarhunt Near Fareham  
and State of

have invented certain improvements in

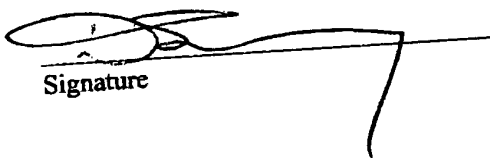
### INCENTIVE-BASED WEBSITE ARCHITECTURE

and have executed a United States patent application therefor on 24/9/03.

And whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and I request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to IBM, its successors and assigns; and I hereby agree that IBM may apply for foreign Letters Patent on said invention and I will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

Signed and sealed at FAREHAM, HAMPSHIRE this 24 day of SEPT, 2003.  
(city, state)

  
Signature